

**AMENDMENTS TO THE CLAIMS**

Claims 1-12 (Cancelled)

13. (New) A proxy server system situated within a wireless service provider network, between a subscriber mobile device and an online merchant, and between the user mobile device and a plurality of mobile server wallet providers, comprising:

a storage device storing a plurality of profiles associated with different ones of the plurality of mobile server wallet providers; and

a processor connected to the memory, the processor includes:

a filter configured to

intercept a plurality of messages from the subscriber mobile device directed to the online merchant,

select, based upon one of the plurality of the profiles, a specific message from the plurality of messages,

redirect, based upon the one of the plurality of the profiles, the specific message from the online merchant to one of the plurality of mobile server wallet providers specified by the one of the plurality of the profiles.

14. (New) The proxy server system of claim 13, wherein:

each of the plurality of profiles includes:

a criteria for selecting a message from the plurality of messages;

a specific one of the plurality of mobile server wallet providers to which a selected message is redirected.

15. (New) The proxy server system of claim 14, wherein the criteria includes an identity of a particular subscriber.

16. (New) The proxy server system of claim 14, wherein the criteria includes an identity of a particular merchant.

17. (New) A method of selectively intercepting messages within a proxy server system situated within a wireless service provider network, between a subscriber mobile device and an online merchant, and between the user mobile device and a plurality of mobile server wallet providers, comprising:

intercepting, by the proxy server system, a plurality of messages from the subscriber mobile device directed to the online merchant;

selecting, based upon one of a plurality of the profiles associated with different ones of the plurality of mobile server wallet providers and stored within the proxy server system, a specific message from the plurality of messages; and

redirecting, based upon the one of the plurality of the profiles, the specific message from the online merchant to one of the plurality of mobile server wallet providers specified by the one of the plurality of the profiles.

18. (New) The method of claim 17, wherein:

each of the plurality of profiles includes:

a criteria for selecting a message from the plurality of messages;

a specific one of the plurality of mobile server wallet providers to which a selected message is redirected.

19. (New) The method of claim 18, wherein the criteria includes an identity of a particular subscriber.

20. (New) The method of claim 18, wherein the criteria includes an identity of a particular merchant.

21. (New) A non-transitory computer-readable medium including computer program code for selectively intercepting messages within a proxy server system situated within a wireless service provider network, between a subscriber mobile device and an online merchant, and between the user mobile device and a plurality of mobile server wallet providers, the computer program code, upon being executed by the proxy server system, causes the proxy server system to perform:

intercepting, by the proxy server system, a plurality of messages from the subscriber mobile device directed to the online merchant;

selecting, based upon one of a plurality of the profiles associated with different ones of the plurality of mobile server wallet providers and stored within the proxy server system, a specific message from the plurality of messages; and

redirecting, based upon the one of the plurality of the profiles, the specific message from the online merchant to one of the plurality of mobile server wallet providers specified by the one of the plurality of the profiles.

22. (New) The computer-readable medium of claim 21, wherein:

each of the plurality of profiles includes:

a criteria for selecting a message from the plurality of messages;

a specific one of the plurality of mobile server wallet providers to which a selected message is redirected.

23. (New) The computer-readable medium of claim 22, wherein the criteria includes an identity of a particular subscriber.

24. (New) The computer-readable medium of claim 22, wherein the criteria includes an identity of a particular merchant.